

MINUTES
Community Center Advisory Board
Village of Key Biscayne, Florida
Thursday, April 28, 2005

Key Biscayne Community Center
10 Village Green Way

7:00 P.M.

CALL TO ORDER/ROLL CALL OF MEMBERS: The meeting was called to order at 7:20 PM. Present were board members Carlos Batlle, Bonnie Cooper, Catherine Dowd and Susie Westfall. Also present were Councilmember Weinman, Ken Ballard staff members Todd Hofferberth and Maite Miyares.

Mr. Ballard began the meeting by discussing his observations from this morning. He believes the problems that are affecting the Center are those problems created by a lot of use and a lot of demand. Mr. Ballard discussed the challenges that the Center will face during the summer. The committee discussed increasing staffing for the summer. The committee would also like to increase the pool hours during the summer and create a family environment. The committee also discussed the "Friday Night Features". Mr. Ballard states that teens are the hardest age group to program for and he believes that the best thing is to have specific times and specific activities for them. Mr. Hofferberth presented the idea of extending the hours on the weekends for teens only.

Mr. Ballard discussed the cancellation rate of our programs. He feels that we should try to offer as many things as possible and not be afraid to offer something that might have to be cancelled. The committee discussed evaluations of the programs. Mr. Ballard feels that every program should be evaluated about once a year.

The committee discussed the Audit Report. The committee discussed security and access. Mr. Ballard feels we are heading in the right direction concerning those topics. Ms. Cooper feels there should be different ID cards for monthly memberships. The committee also discussed using different ID cards when the memberships are renewed. Ms. Cooper also feels we should have an identifier on the ID for children under 16 in order to control access to the wellness center. The committee discussed safety issues. Mr. Ballard stated that we should have a sign stating that we are recording our video surveillance as a deterrent.

Mr. Ballard discussed customer service. He feels that customer service training is an ongoing process and it needs to be a long term commitment. Ms. Cooper feels that there is still a real problem with the front desk and she feels that there is a lack of communication.

Ms. Cooper asked how other health clubs regulate a time limit on the treadmills. Mr. Ballard recommends having a sign up sheet. The committee also discussed the cardio

equipment. Mr. Batlle brought up the subject of the video games in the computer room. He feels that there should be a one hour time limit. Ms. Westfall suggested a parenting familiarization program for the video games.

The committee discussed the Center's financials. Mr. Ballard stated that it is highly possible that the number of memberships and the amount of revenue might be lower next year. He continued to say that we can get a clear indication of the financials by the third year. The third year should be the Center's base line year. He also feels that every two years we should increase the fee at least 5%.

The committee discussed marketing. Mr. Ballard suggests beginning the renewal campaign three months prior to the renewal period. Mr. Ballard also suggested that we not offer a better deal to new memberships than to renewals. He stated that we should focus on retention.

Mr. Ballard suggests we add clear consequences for violating the code of conduct. He suggests different consequences for adults and children. Mr. Ballard also suggests that there should be specific priorities of use for each space in the building. Overall Mr. Ballard felt the Center is heading in the right direction.

The meeting was adjourned at 9:55 PM by Mr. Batlle.